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Analysis Of Hotel Industries Potential In Jaipur Tehsil

international Research Mirror

Dr. Pawan Aswal

Associate Prof. Geography
Govt. Arts College, Chimanpura,
Shahpura, Jaipur

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A B S T R A C T

Tourism and hotel industry are like the two sides of a single coin. A flourishing tourism develops where there is wide range of hotels available for every kind of tourist. Similarly a flourishing hotel industry is found where there are varied sites of tourism. Present study analyses the hotel industriesdevelopment potential of Jaipur tehsil in the backdrop of available tourist sites in the study area.

Keywords: Tourism, hotels, historical sites, corporate and business tourism, religious tourism, educational tourism, location of hotels.

Introduction: Jaipur is world renowned for its rich historical buildings, mesmerizing culture and hospitality. Annually lakhs of domestic and foreign tourists visit this medieval city. All these travelers/ visitors require comfortable shelter at the end of the day. This shelter is provided by the hoteliers of Jaipur in the form of star category hotels, budget hotels, heritage hotels according to the requirement of every class and economy. In present study an analysis of various tourist sites available in the study area has been made in order to know the present and future development of hotels.

Significance: Tourism and accommodation facility has important and far reaching social and cultural effects. The social benefits of tourism center around the money brought in under developed area by the industry leading to the upliftment of the society. Tourism has a significant multiplier effect on the economy. It is estimated that every rupee spent by a tourist changes hand 13 times and that every hotel rooms generates direct employment to three persons and indirect employment to eight persons[12]. The sector provides the second largest direct and indirect employment in the state after agriculture.

Scope: Every year lakhs of tourists turn to the city and thousands of people get influenced by it directly or indirectly. Besides tourism is the single largest sector in the state after agriculture, which adds enormously to the states exchequers. As a result the city has witnessed positively wide range of experience with respect to changes in socio-economic pattern. Thus in order to nourish this dynamic activity (tourism), a dynamic platform in the form of hotel industry is required in a most likely way.

Objectives:

Tourism and hotel industry are symbiotic industries**.** Objective of the present research is to analyse the availability of favourable location for the development of hotels in the study area with respect to present and future development of the hotels.

Hypothesis:

Vibrant tourist's sites favour the development of different types of hotels in an area.

Data base and methodology:

A field survey was conducted regarding the location of available hotels around different type of tourist sites available in the area. Besides, a questionnaire was also filled after interviewing the domestic and foreign tourist (250 each) who visited Jaipur.Secondary data regarding tourist's arrival at the site and in the Jaipur city were obtained from sites and the tourism department of Rajasthan.

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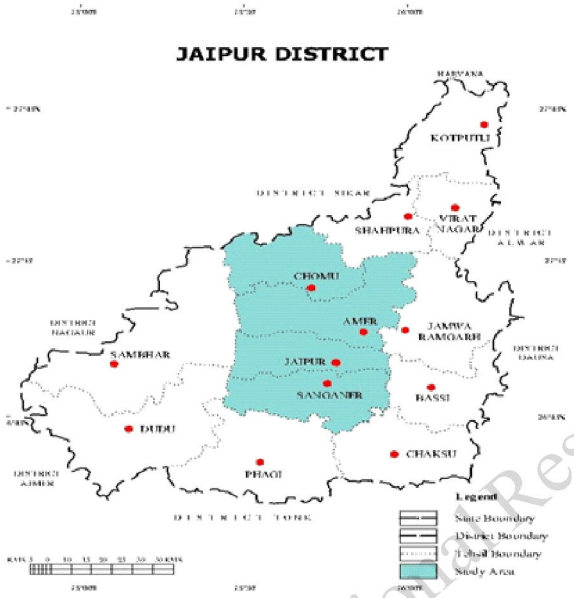
Study Area-The historical city of Jaipur casts an unusual spell on the travellers, since its inception i.e. in 1727 A.D. attractive monuments and landmarks, where one can breathe the fragrance of past, is a feast in store for tourists. Resting on a 286 years long history, today Jaipur has transformed into a mega city of north India and is one of the fastest growing cities of Asia. Retaining its medieval charm, today the modern Jaipur continues to grow as new arcades, multiplexes, malls, gardens industrial units, hospitals, flyovers, escalators, recreational centers etc. have been developed across its dimensions.



Jaipur tehsil accounts for 4.7% of total geographical area and 48.2% of total population of the district. With an urban population of 95.9% and 4.1% rural population, Jaipur tehsils shows the dominance of urban activities. The various tourist sites essential for the development of hotel industry in an area, to know the actual potential for hotel industry in Jaipur tehsil have been evaluated under.

TOURIST SITES – As a flourishing nature of hotel industry in an area depends much on development of tourism, so a description of varied tourist sites available in the area is warranted at this point.

1. Historical 2. Religious 3. Cultural 4. Recreation & Entertainment 5. Health 6. Educational 7. Corporate & Business 8. Sports 9. Film Shooting.

1. HISTORICAL SITES -

Various palaces, forts, museum, and gardens etc. located in the area exhibit the grandeur of royal past. Lakhs of foreign and domestic tourists visit these historical places annually.

Table below shows the total number of tourists visiting prime historical sites in Jaipur tehsil and the income earned from these sites during 2011-12.

Number of Tourists Visiting Prime Historical Sites in Jaipur Tehsil (2011-12)

Name ofSite	Domestic Tourist	Foreign Tourist	Total Tourist	Total Income
Jantar Mantar	346544	69504	416048	17384980
Hawa Mahal	327948	26433	354381	5520290
Nahargarh Fort	168132	7652	175784	1897145
Albert Hall	609658	9863	619521	18193325

Source: RTDC(2011-12)

Various historical sites available in Jaipur tehsil are–

Jantar Mantar- (UNESCO's world heritage site), Hawa Mahal (Built in 1799), Nahargarh Fort, Albert Hall (central Museum), City Palace (museum), Sisodiya Rani Garden, Vidhyadhar ka Bagh, Museum of Indology etc.

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2. RELIGIOUS SITES -

Importance of religion is enormous in Indian society. People across the country undertake journeys to perform religious activities. Various prominent religious sites available in the area are- Galta Temple, Jharkhand Mahadev.

Others - Khol ke Hanumanji, Birla Mandir (Laxmi Narayan), Moti Doongari (Ganesh Temple), Govind Deoji - are the other main temples, which are visited by the traveller's for receiving divine blessings.

3. RECREATIONA AND ENTERTAINMENT SITES-

Recreational sitesacts both as a pull factor and as a factor for lengthening of holidays at a tourist destination. Recreation in Jaipur city is related to amusement parks, traditional resorts, window shopping, night life (disco, pub) bars, eateries and restaurants. Jaipur being a capital city, and an important educational center and because of its location near the national capital has quite happening scenario with regard to recreational sites. There are more than 1000 restaurants of different types across the length of the city, and a very pleasing shopping experience to offer be it the traditional (jewellery and handicraft) or modern.

Entertainment - Two types of theatres are available in the city to entertain the guests of the city along with the locals. These two are related to movie, art and drama. Movie theatre(about 20), Arts and Drama Theatres (RavindraManch and Jawaharlal Kala Kendra, Gaming Zones (for kids and youth).

4. CULTURAL ACTIVITIES

(Fairs, Festivals and Exhibitions) - As there is a year round environment of fairs and festivals in the city, so these have become one of the USP for Jaipur.

(i) Fairs & festivals -Numerous popular fairs are organized for the liking's and requirement of the people both local as well as the guests. Book fairs, Consumer Fair (For consumer goods), National Handicraft Fair (at Jawaharlal Kala Kendra), etc.

(ii) Festivals - Gangaur Festival (March - April), Elephant Festival (March), Teej (July – August), Deepawali Festival (Oct.- Nov.), Rajasthan Divas (30 March), Kite Festival (Jan 14th), International Film Festival, Jaipur Literature Festival (January), Jaipur Art Festival (March).

(iii) Exhibitions – Number of exhibitions takes place in Jaipur, which attract traders, buyers and the window shoppers from other states of the country and beyond. Property expo, Jas-Jewelers Association, Travel Bazaar, Fashion Expo etc. are the leading attractions for the residents and the tourists.

In this way all the fairs, festivals and exhibitions plays a lot in enhancing the cultural experience with a flavor of knowledge and general up gradation about the commodity and the market.

(iv) Ethnic Tourism- This type of tourism consists of the return of people to the country or place of their origin. In India a large number of people come from Pakistan and Bangladesh to visit the country of their origin. Visiting friends and relatives (VFR) is an important motive behind much of the inbound tourism in India.

The response of tourists which was taken during the study, through the questionnaire, point outs that, out of the 250 domestic tourists, about 45 tourists visited Jaipur for meeting their relatives or friends or to attend marriages.

5. HEALTH TOURISM -

To achieve good health and overcome health related problems one has to seek the services from various health centers. Such services sometimes appeal to persons suffering beyond the state or country's border and such type of activity results in medical or health tourism. Jaipur is though a historical site but medical tourism is also emerging fast in present time. A befitting

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example for the advanced state of medical facilities in the city is the invention of **Jaipur Foot**, by late Dr. P.K. Sethi. Likewise every year thousands of people visit this city, just to get rid of their different type of ailments. **Mahavir cancer hospital, Sawai Man Singh Hospital, Santokba Durlabh Ji Hospital,** and **Tongya Heart Hospital etc.** are the hospital which receives patients seeking cure from different parts of the country.

Yoga Tourism- For getting themselves recharged and healed up, earlier foreigner's used to arrive in a group of 4-5 persons, but now foreigners arrive in a larger group of 30-35 persons. Such packages are of minimum 10 days and cost approx.Rs. 2500 per day. Season for such activities remains during, May to September, and from October to April.

6. EDUCATIONAL TOURISM –

The city is fast transforming into an educational center at the level of University, College, Coaching Institute (NEET, JEE, LAW, CA, UPSC etc.), and as an important center for state and national level exams. This inflow of students and their attendants definitely caters to the running of small and budget hotels of the city.

Results of tourist response taken through questionnaire method, near tourist places showed that out of the total 250 responses from Indian tourists, 25tourists visited Jaipur city for the purpose of exams.

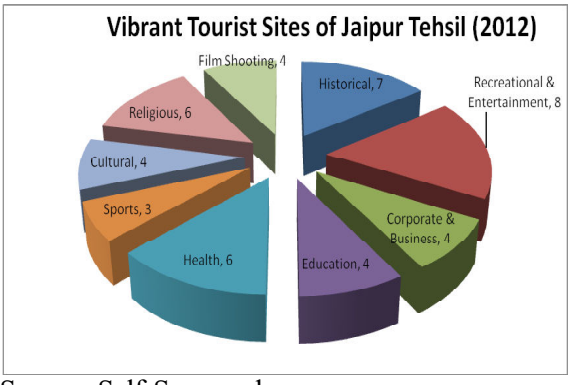
Convention Tourism - Besides these exams and all, there is another level at which academics and knowledge is promoted. It's by way of seminars, symposiums, conventions and exhibitions, which takes place year around in the city.In this way the atmosphere is quite favourable for the accommodation industry to develop, by serving students, scholars and delegates visiting the city.

7. CORPORATE AND BUSINESS TOURISM - With the growing number of private companies both national and international in the city, the movement of employees between Jaipur and other cities of the country has increased. As a result,**corporate tourism** is picking up fast in Jaipur city. These corporates are made to stay in the luxury hotels and other lower segment hotels by the company only. In this way, the hotel industry gets benefited by corporate tourism.

The survey of hotel establishments, which was undertaken for this research, showed that about 30% of hotels get their main business because of corporate and business tourism in Jaipur tehsil.

Business Tourism - Being a metropolitan city, the condition of business tourism is good in Jaipur city. A large number of retail as well as whole sale traders visit various industrial and market areas located in the city. These traders use accommodation facility which is available near the market or production centers.

Results of the study undertaken showed that, there were 113 hotels under different categories, which were located around 14 sites of corporate and business scattered within the Jaipur tehsil. Out of these 113 hotels, maximum belonged to non-star category (105), and there was only one hotel under 4star category, two under 3star, and five were under 2star category hotel. At the same time average occupancy in these hotels during season and off-season respectively remained between 84% and 46%. Hence it can be said that these hotels earned their business wholly on the basis of available corporate and business sites around them.



Source: Self-Surveyed

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8. SPORTS ACTIVITY-

Many district and national level (sometimes international also, IPL cricket matches) tournaments are organized in different category of sports, by the associated university/ college or sports body. SMS stadium, Chowgan Stadium and University of Rajasthan play grounds etc. offers facility for national and international sports events..

9. FILM SHOOTING-

The peaceful and the enchanting grandeur of the royal palaces and forts etc. not only attracts tourists, but the persons from film industry of India and abroad are also get attracted. It is because of untouched and unexplored scenes and sites that shooting for films now a day has become a common thing in Jaipur city and it's nearby. The work of making a film, require movement of large crew of actors, director, technician and all, from place to place so making up for bread and accommodation for all these becomes essential at a suitable location. Thus the scope of hotel industry grows immensely in such cases, around the probable sites of film shooting. With a range of multiple attractions in the form of historical sites, religious corporate and business tourism, sports activity and the ethnic tourism, Jaipur has immense potential for attracting tourists.

ASSOCIATION OF TOURIST SITES WITH THE AVAILABLE HOTELS:

As a basic component of the tourism industry the environment for the development of hotel industry in Jaipur city is thus quite favourable and encouraging.

The results of the study indicates that historical, recreational and entertainment, and corporate and business sites are the main sites, around which 96.7% of the total hotels of Jaipur tehsil are located. Whereas only 4.3% hotels are found around educational, health, cultural, religious, sports site, and film shooting site.

At the same time a close look at the number of hotels in various category, shows that maximum star category and heritage hotels are found around historicaland recreational and entertainment sites. There appears to be a close connectionbetween these two sites as, maximum star and heritage category hotels are used by the foreign and domestic tourists.

Source: Self Surveyed

Historical site –

location of only **69 hotels** around historical site is due to the lack of space in the walled city of Jaipur tehsil.

Recreation and entertainmentsite -

The location of maximum hotels i.e. **233** around recreation and entertainment site is due to the fact that, there was lack of space in the historic walled city, because of which they were forced to choose the present site. Though this site has got its own charm among tourists, but it is not sufficient to attract tourists on its own. Easy access of tourists to the food, shopping and entertainment are the factors, because of which hoteliers and tourists prefer such sites.

Corporate and business sites-

The table above shows that there were 98 hotels around these sites; out of these only three were in 3star category, and one in 1star category hotel. It is thus clear that most of business tourists are not after luxury hotels, during their stay in Jaipur. Location of such hotels around

whole sale, retail and industrial area (as per the survey of hotel establishments done by the surveyor) also confirms that these hotels are dependent on such sites.

Educational site –

A verylittle number (8) of hotels around educational sites is because of hostel facility in such institutes, and because of the low occupancy in hotels around such sites.

Health site –

Only 3 hotels around such sites show that such sites are on their way to develop.

Religious site –

All the available religious sites are of limited importance to tourists, at the same time religious tourist prefer to stay in dharamshalas mostly and because of congestion around such sites, development of hotels could not take place.

Cultural site –

Though cultural activities are one of the USP's of the Jaipur, but as these are related to some specific part of the year, so only 2 hotels are found around such sites.

Sports site –

As there is no year round activity of national and international sports so, very few hotels are found around such sites. Besides, the other hotels are not so far from such sites, thus other hotels make up for the absence of hotels around such sites.

Film shooting sites –

As the activity is not a year round and due to congestion around historical sites hotels developed in a limited way around such sites. So hotels already available in the area cater to the need of such tourists.

CONCLUSION:

In all, it can be said that one of the main reason for Jaipur tehsil being the main focus of foreign and domestic tourists as well as for maximum number of hotels in the entire tehsil, is because of availability of maximum number of diverse tourist sites (46). Though many of these sites have not been tapped by the hotel industry to full extent, but still these have their own appeal for different type of tourists which might attract hoteliers in future. Further, as the number of these sites is not going to decrease in future, it will increase with the development of the city, thus it is for sure that development of tourism and hotels will keep going on.

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